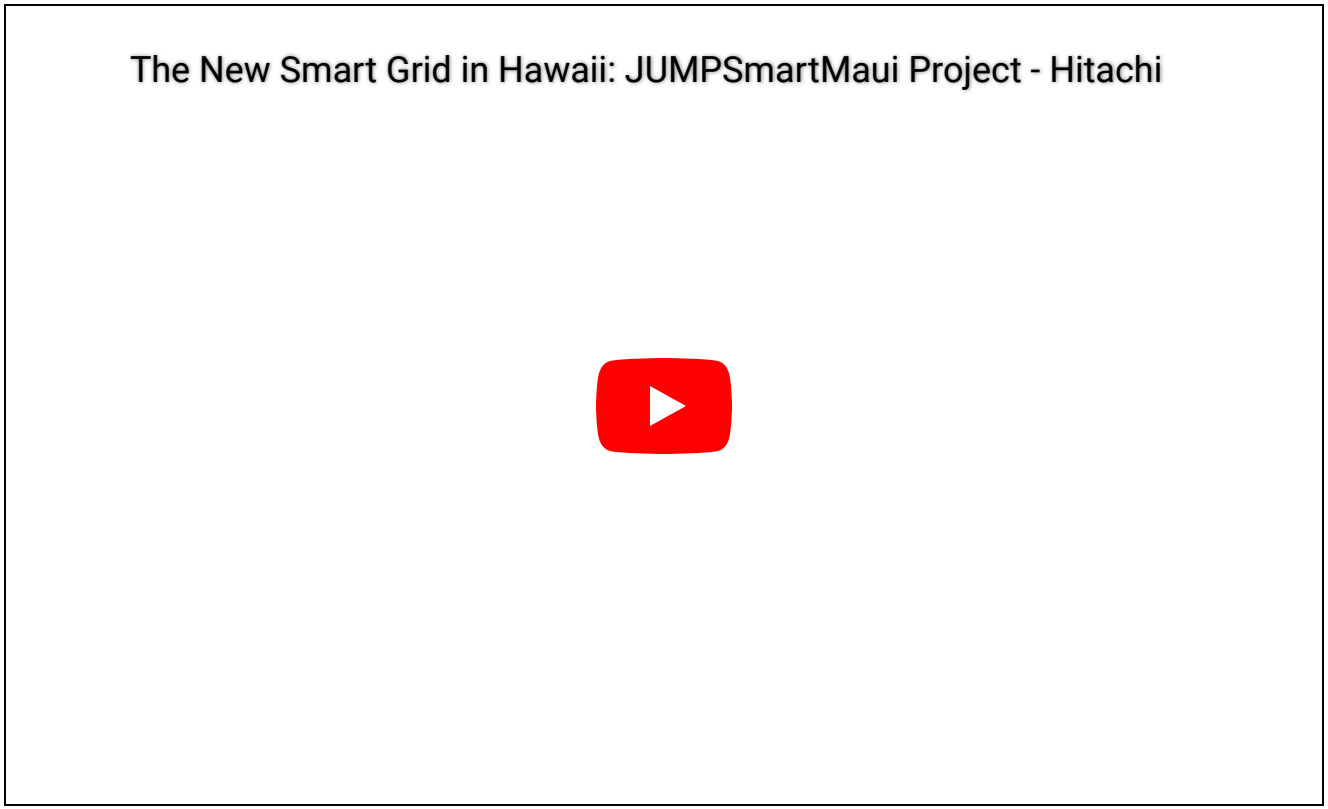
The New Smart Grid in Hawaii: JUMPSmartMaui Project

The State of Hawaii's goal is to obtain 40% of its electric power generation from renewable energy sources by 2030

Hitachi recently announced that it has begun operations on the demonstration site

for the "Japan-U.S. Island Grid Project" (commonly referred to as the "JUMPSmartMaui") on the island of Maui, Hawaii, in collaboration with the New Energy and Industrial Technology Development Organization (NEDO), Mizuho Bank, Ltd. and Cyber Defense Institute, Inc. An opening ceremony was held on Maui to coincide with the launch of site operations.



Video: The New Smart Grid in Hawaii

Due to increasing demands for renewable energy, Hawaii is in need of an advanced Island Smart Grid. According to the Maui Electric Company, renewable

advanced Island Smart Grid. According to the Maui Electric Company, renewable energy currently accounts for 21% of the total energy supply on Maui.

The goal of JUMPSmartMaui is to demonstrate smart grid technologies that will enable the efficient use of renewable energy and will contribute to the implementation of a low-carbon social infrastructure system in island regions. The demonstration site has been designed to respond to rapidly changing demands in the renewable energy market through the use of electric vehicles (EV) and other innovative technologies.

Operations at the demonstration site are scheduled to continue until March 2015. Following this period, studies and discussions will be conducted for implementing new business models based on the results and evaluation of the demonstration.

Hitachi has already recruited numerous electric vehicle users and residents on Maui to volunteer in the demonstration.

As the company leading the Project, Hitachi oversees all aspects of Project activities, and has been working on the construction of the demonstration site with local stakeholders including the State of Hawaii, the County of Maui, Hawaiian

Electric Industries, Inc., the University of Hawaii, and the American national research laboratories.

Content By: Hitachi

Release Date: February 18th 2015

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